



May 2018

FACT SHEET

CALFRESH

NUTRITION EDUCATION PROGRAM



The Supplemental Nutrition Assistance Program (SNAP), known in California as CalFresh (formerly known as Food Stamps), is a nutrition program that provides monthly benefits to assist low-income households in purchasing the food they need to maintain adequate nutritional levels. In conjunction with SNAP, the Supplemental Nutrition Assistance Program-Education (SNAP-Ed), focuses on teaching people who are using or eligible for SNAP about good nutrition, how to make their food dollars stretch further, and staying physically active.

To successfully implement SNAP-Ed in California, the California Department of Social Services (CDSS) has contracted with four agencies to provide nutrition education services. Their goal is to increase fruit and vegetable consumption and physical activity levels among the CalFresh and CalFresh-eligible population through approved evidence-based programs. Quality nutrition education is an integral part of SNAP-Ed and is intended to promote and support healthy behavior changes at both the individual and community level.

CDSS serves as the oversight role over four SNAP-Ed State Implementing Agencies (SIAs), each of which has its own Local Implementing Agencies (LIAs) to reach the SNAP-Ed population with education and obesity prevention interventions. These SNAP-Ed services reach 57 of California's 58 counties. The California Department of Public Health (CDPH) funds 60 local health departments. The California Department of Aging has 16 Area Agencies on Aging. The University of California CalFresh Nutrition Education Program (UC CalFresh) administers SNAP-Ed through their University of California Cooperative Extension in 32 counties. Catholic Charities of California, Inc., has 12 local agencies across 25 counties. At the county-level, the LIAs jointly develop a single SNAP-Ed integrated work plan to coordinate efforts between these agencies to implement their various SNAP-Ed activities.

To assist in evaluating the numerous SNAP-Ed activities throughout the state, California recently rolled out the Program Evaluation And Reporting System (PEARS) in October 2017 for all SIAs and LIAs to use. PEARS is an online reporting system that allows for centralized, comprehensive reporting of California SNAP-Ed activities. With information gathered from PEARS and the previous systems used by the SIAs and LIAs, California is able to see the effectiveness of the SNAP-Ed activities that have taken place.

For federal fiscal years (FFY) 2017–2019, California developed common SNAP-Ed goals and objectives and a state evaluation plan. At the end of FFY 2017, all SIAs reported statistically significant improvements in the consumption of healthy foods and beverages and decrease consumption of unhealthy foods and beverages after direct education classes, compared to before the classes. Along with that, all SIAs also reported significant improvements of food resource management following direct education classes.

With the successes and efforts seen in FFY 2017 coupled with the improved and expanded partnerships that lead to more coordinated, collaborative, and efficient programs, moving forward into FFY 2018 and beyond, California is poised to make continued improvements to SNAP-Ed.

SNAP-Ed Estimated Funding Allocation For California

- FFY 2017—\$106,597,407
- FFY 2018—\$97,992,977
- FFY 2019—\$99,284,451

Priority Populations

Tribal communities on Indian reservations are a priority population and SNAP-Ed is reaching the tribal communities to affect change. UC CalFresh, in Riverside County, teamed up with tribal educators to provide nutrition education services to teach youth about healthy foods. CDSS is currently engaging in pilot programs for FFY 2018 to work with low-resource American Indian and Alaska Native youth to learn how tribal cultural organizations can engage this underrepresented group, and advance policy, system and environmental changes designed to increase healthy food access and physical activity. In 2017 CDSS hosted a tribal-focused webinar to highlight the issues impacting tribal communities.

UC CalFresh Nutrition Education Program

UC CalFresh is funded through an agreement among the [U.S. Department of Agriculture/Food and Nutrition Service \(USDA/FNS\)](#), the [California Department of Social Services' CalFresh and Nutrition Branch](#), and the [University of California Cooperative Extension](#). UC CalFresh consists of adult, family-centered, and youth programs operating throughout California.

With their funding, UC CalFresh Nutrition Educators ~~are able to~~ bring free curricula and other resources that promote healthy food choices, physical activity and gardening education to local schools and community organizations. Schools initially qualify by having 50% or more of their students eligible to receive free or reduced-priced meals through the National School Lunch Program. UC CalFresh Nutrition Educators also provide nutrition classes for CalFresh-eligible adults in classroom settings, train teachers in low-income schools to use university-developed nutrition education youth curricula in their classroom, and work with low-income schools to provide services to parents.

California Department of Public Health

CDPH provides nutrition education services and activities to meet the needs of the local areas. CDPH also initiates social marketing campaigns in targeted low-income areas using mass media, including billboards, TV spots, printed materials, and radio. California's local and federal funding provides enrichment services in 4,500 SNAP-Ed eligible afterschool programs.

Non-Discrimination Statement

In accordance with Federal civil rights law and the USDA civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language) should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English. For more information, please visit the following web page at [USDA/FNS](#). These institutions are equal opportunity providers.

CALIFORNIA SNAP-ED CONTACT INFORMATION

STATE AGENCY

California Department of Social Services

Contact: [Ana Bolaños](#) (link sends e-mail)
Nutrition Education Section
CalFresh and Nutrition Branch
744 P Street, MS 8-9-32, Sacramento, CA 95814
Phone: 916-651-8047

CONTRACTED PARTNER AGENCIES

California Department of Aging

Contact: [Mary Sibbett](#) (link sends e-mail)
1300 National Drive, Suite 200
Sacramento, CA 95834
Phone: 916-419-7557

Catholic Charities of California, Inc.

Contact: [Elisa Pehlke](#) (link sends e-mail)
1119 K Street, 2nd Floor
Sacramento, CA 95814
Phone: 916-706-1539

UC CalFresh Nutrition Education Program **University of California, Davis**

Contact: [David Ginsburg](#) (link sends e-mail)
UC CalFresh Nutrition Education Program
One Shields Avenue
1105 Meyer Hall
Davis, CA 95616-7413
Phone: 530-752-0555

California Department of Public Health

Contact: [Caroline Kurtz](#) (link sends e-mail)
1616 Capitol Avenue, MS 7204
PO Box 997377
Sacramento, CA 95814
Phone: 916-552-9908